

# Agenda - Maple Avenue Commercial Corridor Zoning Update

- Welcome and Introductions
- Role of Steering Committee and Project Schedule
- Review of Project Scope and Charge for First Steering Committee Meeting
- Presentation
  - Current Conditions
  - Parameters for the Study
  - Precedents
  - Site Explorations
- Next Steps
  - Council Work Session
  - Loop back to Steering Committee

*Town of Vienna Maple Avenue Commercial Corridor Zoning Update - Steering Committee Meeting 1, October 11, 2012*



# What is Our Charge?

*Charge is to frame a vision, from which the code for the commercial corridor of Maple Avenue can be updated*

## Guidance for Explorations

- Assume Height Maximum of 54'
- Setback from ROW of 15'

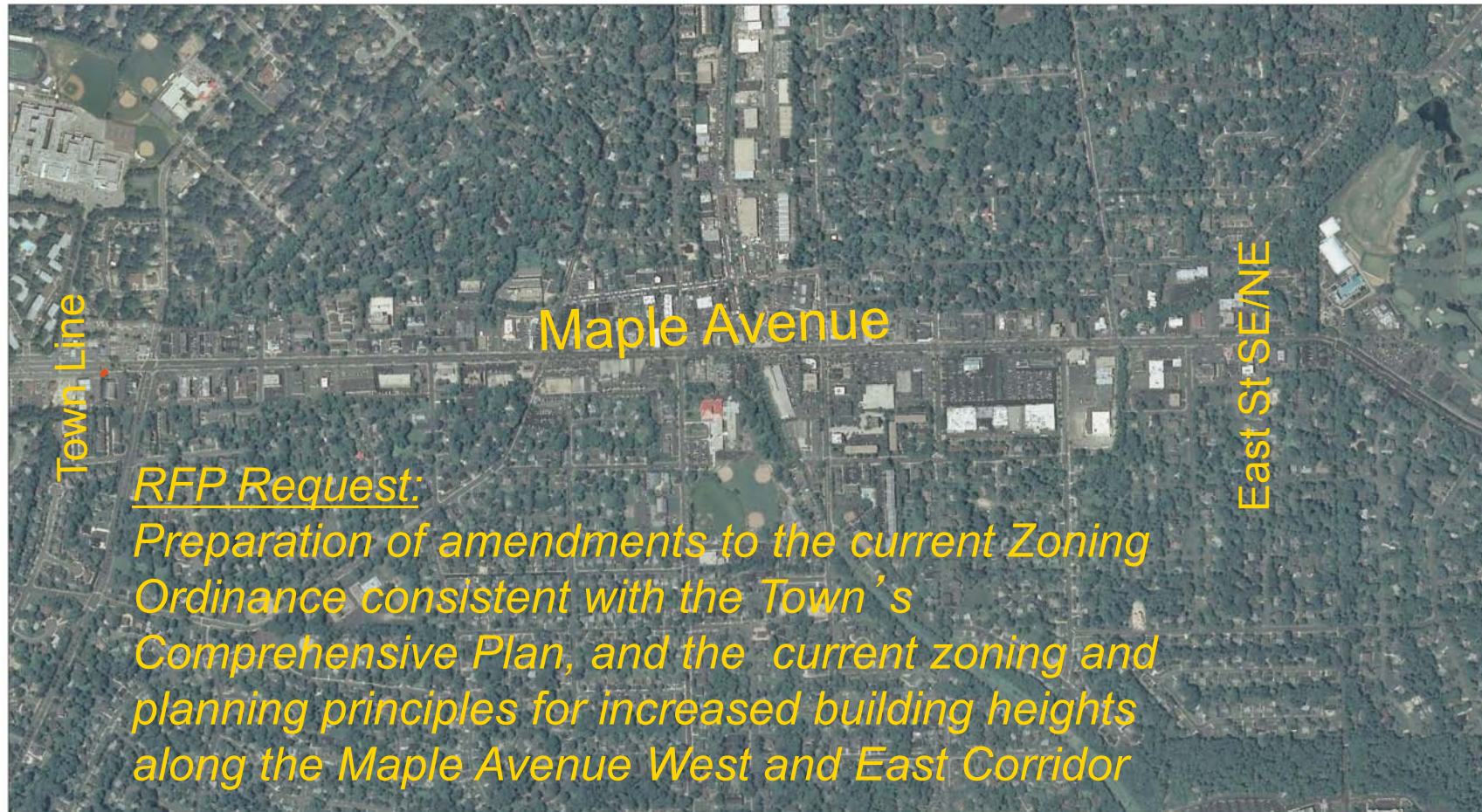


W/W 2010

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# Study Boundaries and Scope



0 210 420 840 1,260 1,680 Feet

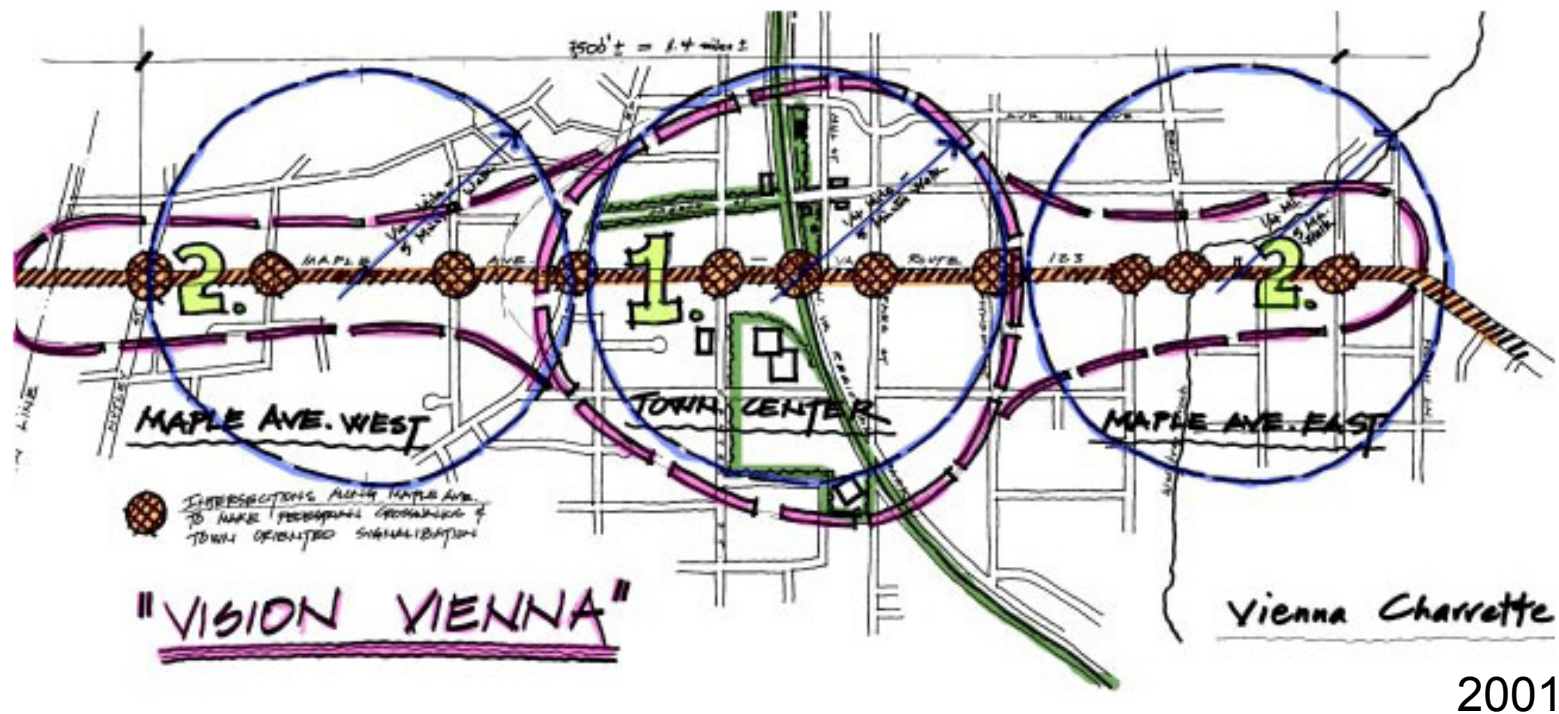
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# Past Explorations - Initial Visioning Diagram



Vision Vienna

**Vision Vienna: Town Center, Maple Avenue West, and Maple Avenue East** Figure 2



2001

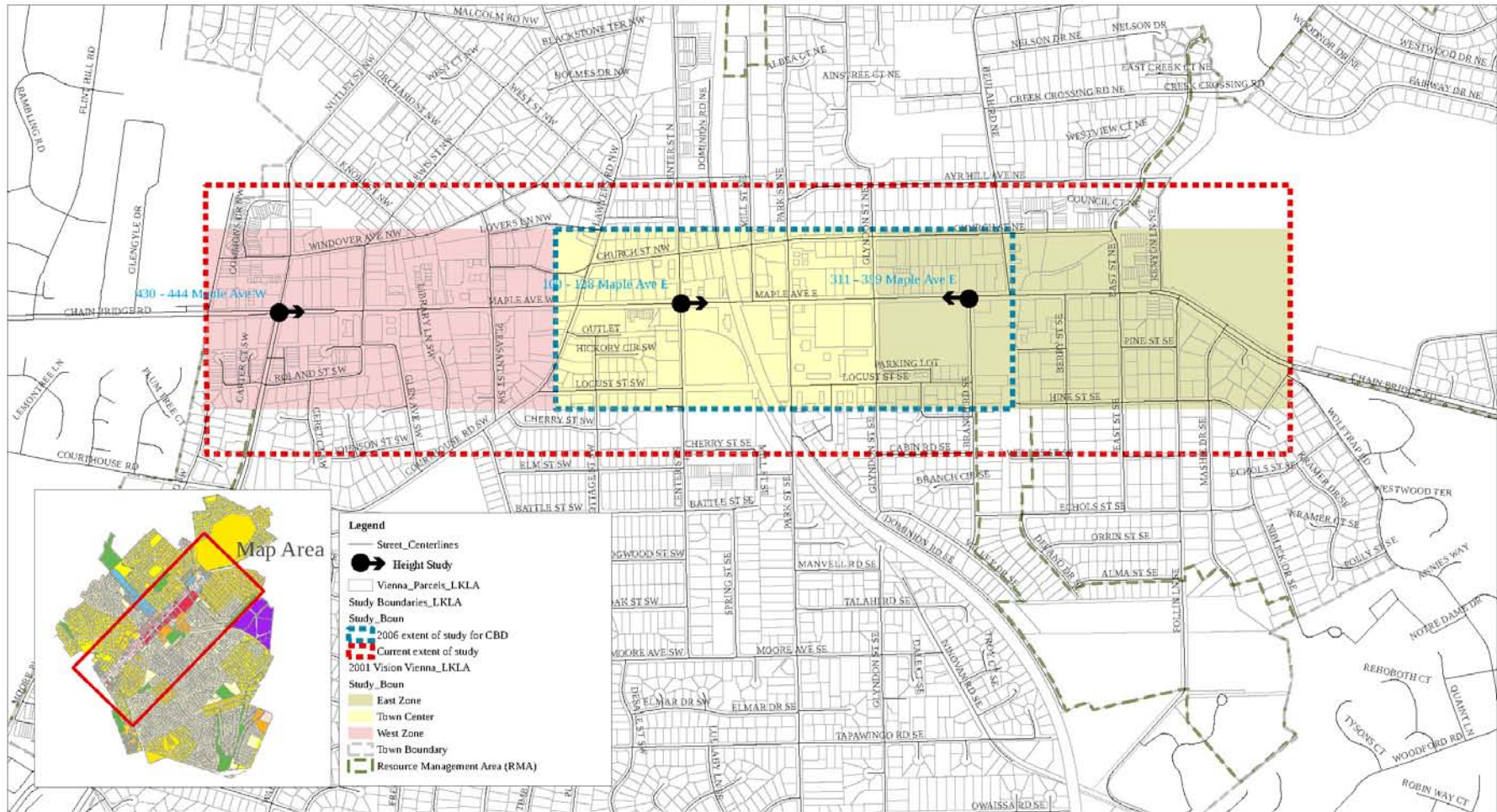
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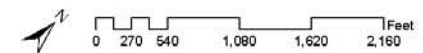
# Past Explorations

## DRAFT Maple Avenue Corridor Zoning Code Update

Town of Vienna



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# Past Explorations - Core Study (Duncan Report)

## Town of Vienna

Assessment of Regulatory Options for  
Maple Avenue Commercial Area  
Feasibility Study

Prepared for  
The Town of Vienna, Virginia

*Final*

November 2006

**duncan**  
associates

and

Ferrell-Madden Associates

## CLOSING

Maple Avenue's qualities reflect the overall health and attractiveness of Vienna as a place to live, work and recreate. It is important therefore that Maple Avenue be poised to maximize its economic potential while preserving its intrinsic character and also contributing to the overall livability and quality of life of the Town at large. Any regulations promulgated in the area must promote the following key principles:

- Stimulate higher quality design
- Strengthen a distinct sense of identity
- Allow appropriate redevelopment
- Ensure that new development complements and enhances the established character
- Recognize and address the edges of the commercial areas at nearby neighborhoods
- Enhance the pedestrian experience
- Provide clear guidance to applicant, staff and Town officials, and the community at large

This report has focused on four different regulatory approaches that Vienna may consider as it decides how best to accommodate investment and redevelopment along Maple Avenue. It is difficult to point to one approach and say definitively, "This is what Vienna must do." The final solution will most likely incorporate elements from all four.

As mentioned in the opening of this report, a number of outstanding questions remain:

- Should new regulations promote/allow change and redevelopment, or preserve existing development patterns?
- How much of an increase in building height and intensity is appropriate?
- Is mixed-use (or increased residential) development desired in the target area?

Town of Vienna  
Maple Avenue Study

40

12/1/2006

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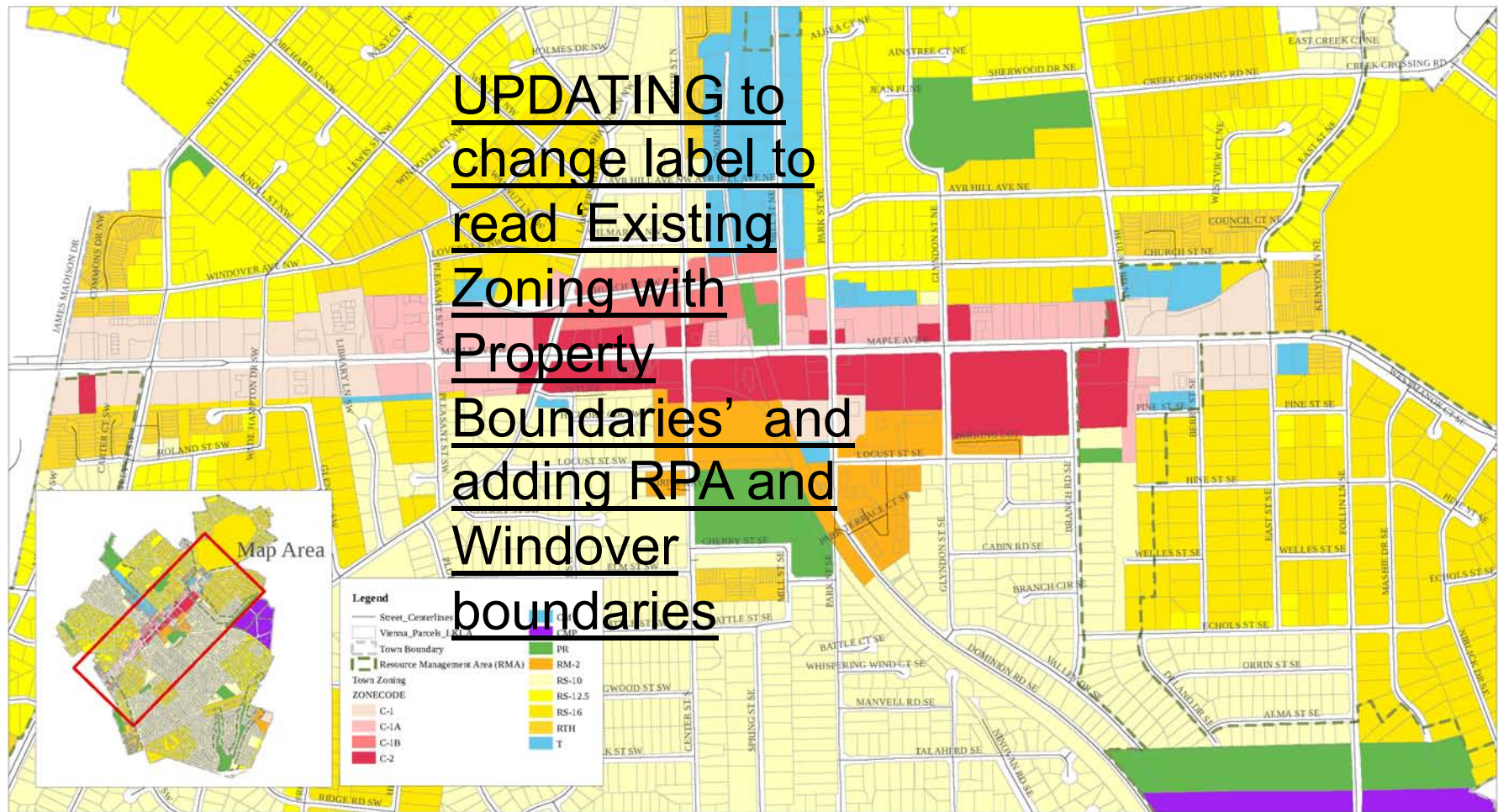


# Existing Zoning

## DRAFT Maple Avenue Corridor Zoning Code Update

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UPDATING to  
change label to  
read 'Existing  
Zoning with  
Property  
Boundaries' and  
adding RPA and  
Windover  
boundaries



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# Existing Use Pattern



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# Issues Drawn from Past Studies and Ongoing Interviews

- Danger of growth from within and from neighboring centers (Tyson's, Merrifield, Reston, etc.) overwhelming Vienna's small town character; putting pressure on single family neighborhoods; and increasing through traffic from other growth centers
- Conversely, if no change occurs, how will commercial area remain competitive?
- Desire to retain independent retailers, varied building styles along Corridor
- How to address parking - perceived shortage, location, shared experience
- Concern regarding aesthetics - uniformity of height/setback, building articulation
- Support for mixed use; how to incorporate housing within the Corridor (serve empty nesters, young people, etc., should multi-story residential use be allowed without commercial use)
- Making Maple Avenue more pedestrian friendly
- Treatment of Maple Avenue: single uniform entity or multiple character area

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# Framework for Discussion and Future Coding

## Elements to be Addressed in Coding Vienna's Vision for Maple Avenue

- Pedestrian Features (sidewalks, street trees, gathering areas)
- Parking (location, flexibility, counts)
- Landscaping (configuration, flexibility)
- Neighborhood Compatibility (applicability, standards)
- Building Design (massing, fenestration, materials)
- Lot Coverage
- Use Allocation (nonresidential, multi-family, mixed-use)
- Redevelopment (flexibility, incentives)

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# Precedents - Pedestrian Friendly Highly Trafficked Corridor



## Washington Street, Old Town Alexandria

- 2 NB and 2 SB travel lanes
- 2 lanes of on-street parking
- Single parking lane converted to HOV during rush hour
- Traffic Count comparable to Maple Avenue - 36,000 AADT at Queen St/Nutley St
- Height limit = 50 feet (*Wash Street Guidelines*)
- 15' - 20' average setback from curb line

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# Precedents - Open Space and Public Art



Need  
suburban  
images;  
detached

## Merrifield/Shirl?, Iowa City, Old Town Alexandria

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# Precedents - Low Impact Development



Need  
suburban  
images;  
detached

Portland, OR source?

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# Precedents - Cross Easements/Shared Access

Add  
interparcel  
connection  
diagram



Portland, OR  
source?

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# Parameters for Site Explorations

- Illustrative
- Exploratory
- Representational
- Worked within guidance of 54 foot height/15 foot setback
- Parking ratio slightly different than current Vienna standard for ballpark calculations
- Tested build out with all surface parking, then decks, then garages
- Assume storm drainage new regulations may further reduce build out potential
- Incremental phasing demonstrates what could be gained stopping short of provision of structured parking - if structure parking option removed, limit to 1-2 stories generally

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# Explorations - Site 1

## Exploration Sites - Site 1 Existing Conditions



Existing Giant grocery store site; Site 1

### Existing Conditions

Existing Zone  
C-2

Setbacks  
XXXX

Parking Requirements  
1 per 200 sf or 5 per 1000 sf

Neighborhood Compatibility

Use Mixing

### Existing Site Conditions

Context  
Eastern end of the corridor, midway between core and edge

Building/Lot Disposition on Site  
Strip Center

Building Massing  
1 story building; box, with out parcels

Number of Parking Spaces/Ratio  
XXXXX



Key Map; Site 1

### Building/Lot Disposition Analysis Applicability to Other Sites on the Corridor

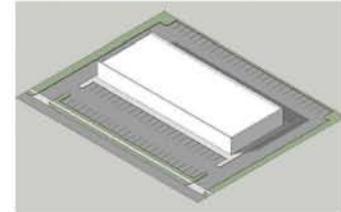
TYPE: STRIP CENTER

ENTRANCE: FROM PARKING LOT

PARKING: FRONT, SIDE AND REAR  
PARKING ACCESS: DRIVEWAY

Many examples of the strip center are found along Maple Avenue, including Exploration Site 1 where the Giant grocery store is located.

The strip center type often incorporates a large building with multiple tenants, surrounded by surface parking lots. Access to the businesses is from the parking lot, rather than the public sidewalk along Maple Avenue.



Proximity to Full Build out Under Current Zoning

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# Explorations - Site 1 Possibility

## SITE 1 (Option A1)



Difference/Gap under Existing Zoning vs. Example for Site 1

Height  
Setback  
Building Massing/Detail  
Mixed-use Allowed  
Parking  
Landscaping  
Pedestrian Environment  
Neighborhood Compatibility  
Incentives/Flexibility for Redevelopment

Existing  
1 story

Example  
4 stories

Full buildout

The redevelopment of a large strip shopping center requires careful thought to the phasing so that the major tenants can continue operating until their new space is available. The diagrams shown here allow the grocery store to remain in place while the new one is being built to replace it.

The new grocery store has underground parking (number of stories of parking XXX) and an entrance from the plaza (entrance denoted with asterisk), and is wrapped with a liner building on two sides so that the parking decks are not visible from the street. Two above ground parking decks, in addition to the underground parking beneath the grocery store, allow the development potential of the site to be maximized, with four story buildings along Maple Avenue and three story buildings on the interior of the site and along the side streets.

The public green is a civic space that pulls people off of Maple Avenue and would be surrounded by restaurants, cafes, and retail shops, creating an animated, vibrant space. The public green is surrounded by ground floor commercial space, with office and residential space comprising the upper floor uses.

Grocery: 46,000 sf @ 4 spaces/1,000 sf = 184 spaces req.  
Commercial: 42,700 sf @ 4 spaces/1,000 sf = 170 spaces req.  
Office: 50,400 sf @ 3 spaces/1,000 sf = 151 spaces req.  
Residential: 377,500 sf @ 1.5 spaces/1,000 sf = 566 spaces req.

**Total: 516,600 sf and 1,071 spaces required**

Parking Lot 1: 96 spaces  
On Street Parking: 60 spaces  
Parking Under Grocery: 320 spaces (2 levels of 160)  
Parking Deck 1: 320 spaces (4 levels of 80)  
Parking Deck 2: 284 spaces (4 levels of 71)

**Total: 1,080 spaces provided**

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# Explorations - Site 1 Phasing

SITE 1 Option A1 Possible Phasing Strategy



Full buildout

Existing



Phase 1



Phase 2



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# Explorations - Site 2

## Exploration Sites - Site 2 Existing Conditions



Existing Vienna Inn/Twigs site; Site 2

### Existing Zoning Standards

Existing Zone  
C-?

Setbacks

Parking Requirements  
1 per 200 sf or 5 per 1000 sf

### Existing Site Conditions

Building Height/Number of Floors  
1

Number of Parking Spaces



Key Map; Site 2

### Building/Lot Disposition Analysis *Applicability to Other Sites on the Corridor*

TYPE: STREET EDGE

ENTRANCE: FROM SIDEWALK

PARKING: SIDE AND REAR

PARKING ACCESS: DRIVEWAY

This building/lot disposition type is predominantly found on Maple Avenue near the W&OD Trail and represents the most urban and pedestrian friendly type of commercial development within the corridor. There are only a handful of such examples in the corridor. The building is directly entered from the public sidewalk, while parking is relegated to the side or rear of the site.



### Proximity to Full Build out Under Current Zoning



# Explorations - Site 2 Possibility

## SITE 2: surface parking only



Full buildout

Difference/Gap under Existing Zoning vs. Example for Site 2

	Existing 1 story	Example 4 stories
Height		
Setback		
Building Massing/Detail		
Mixed-use Allowed		
Parking		
Landscaping		
Pedestrian Environment		
Neighborhood Compatibility		
Incentives/Flexibility for Redevelopment		

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Site 2 is located in the heart of Vienna, where the W&OD Trail intersects Maple Avenue. The old fabric and scale of early Vienna is visible, with one story commercial buildings directly abutting the sidewalk and a shallow depth from facade to street curb. While retaining and reinforcing the character of this section of Maple Avenue is desirable, the lot/parcel divisions make it difficult. Parcel space is limited for accommodating parking and a building while also creating a pleasant pedestrian environment along Maple Avenue.

The existing conditions on Site 2 are a hodgepodge of buildings, most of which have a very poor relationship to the street. The two existing buildings on Maple Avenue should be retained because of their character and use. Keeping with the small scale of the existing buildings, new buildings along Maple Avenue should be two stories in this area.

The surface parking only version of Site 2's plan shows a consolidated parking scheme within the block. Cross-easements are obtained from numerous lots, so that each property can increase their potential parking options, instead of forcing each property owner to park within their own lot. This approach leads to a cohesive street edge of one and two story buildings along Church Street.

The current one-way alley that runs along the W&OD Trail should be treated as more of a street, with new buildings fronting on it as well as on Maple Avenue.

Commercial: 22,800 @ 4 spaces/1,000 sf = 91 spaces req.  
Office: 31,700 sf @ 3 spaces/1,000 sf = 95 spaces req.

**Total: 54,500 sf and 186 spaces required**

Parking Lot 1: 107 spaces  
Parking Lot 2: 39 spaces  
Parking Lot 3: 28 spaces  
Parking Lot 4: 15 spaces

**Total: 190 spaces provided**

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# Explorations - Site 2 Possibility

## SITE 2



Difference/Gap under Existing Zoning vs. Example for Site 1

Height  
Setback  
Building Massing/Detail  
Mixed-use Allowed  
Parking  
Landscaping  
Pedestrian Environment  
Neighborhood Compatibility  
Incentives/Flexibility for Redevelopment

Existing  
1 story

Example  
4 stories

Full buildout

Site 2 is located in the heart of Vienna, where the W&OD Trail intersects Maple Avenue. The old fabric and scale of early Vienna is visible, with one story commercial buildings directly abutting the sidewalk and a shallow depth from facade to street curb. While retaining and reinforcing the character of this section of Maple Avenue is desirable, the lot/parcel divisions make it difficult. Parcel space is limited for accommodating parking and a building while also creating a pleasant pedestrian environment along Maple Avenue.

The existing conditions on Site 2 are a hodgepodge of buildings, most of which have a very poor relationship to the street. The two existing buildings on Maple Avenue should be retained because of their character and use. Keeping with the small scale of the existing buildings, new buildings along Maple Avenue should be two stories in this area.

Along Church Street, where there is a precedent for mixed-use buildings with shared parking, lots should be consolidated to create the maximum development potential. Parking demand can be met with a shared deck in the middle of the block.

The current one-way alley that runs along the W&OD Trail should be treated as more of a street, with new buildings fronting on it as well as on Maple Avenue.

This proposal proposes an easement across property lines and encourages shared parking within the block between parcel owners, so that lots can redevelop with buildings directly abutting the public sidewalk. In later phases, a parking deck on consolidated lots would allow higher density buildings to be built along Church Street.

Commercial: 20,000 sf @ 4 spaces/1,000 sf = 80 spaces req.  
Office: 47,500 sf @ 3 spaces/1,000 sf = 142 spaces req.  
Residential: 54,600 sf @ 1.5 spaces/1,000 sf = 84 spaces req.

**Total: 122,100 sf and 306 spaces required**

Parking Lot 1: 23 spaces  
Parking Lot 2: 52 spaces  
On Street Parking: 16 spaces  
Parking Deck 1: 256 spaces (4 levels of 64)

**Total: 347 spaces provided**

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# Explorations - Site 3

## Exploration Sites - Site 3 Existing Conditions



Existing Magruder's grocery store shopping center; Site 3

### Existing Zoning Standards

Existing Zone  
C-?

Setbacks

Parking Requirements  
1 per 200 sf or 5 per 1000 sf

### Existing Site Conditions

Building Height/Number of Floors  
1

Number of Parking Spaces



Key Map; Site 3

### Building/Lot Disposition Analysis Applicability to Other Sites on the Corridor

TYPE: STREET EDGE

ENTRANCE: FROM PARKING LOT

PARKING: SIDE AND REAR

PARKING ACCESS: DRIVEWAY

There are a few examples of this building/lot dispositions found along Maple Avenue. The building abuts the sidewalk, but entrances are located on the parking lot. In most cases, this type has multiple tenants, each with their own entrance from the parking lot.



### Proximity to Full Build out Under Current Zoning

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# Explorations - Site 3 Possibility

## SITE 3: surface parking only



Full buildout

Difference/Gap under Existing Zoning vs. Example for Site 3

	Existing 1 story	Example 4 stories
Height		
Setback		
Building Massing/Detail		
Mixed-use Allowed		
Parking		
Landscaping		
Pedestrian Environment		
Neighborhood Compatibility		
Incentives/Flexibility for Redevelopment		

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This strip shopping center has a shallow lot depth from front to back, typical of many of the strip centers along Maple Avenue. A Magruder's Grocery is located behind a small parking lot, as part of a strip center.

This alternate plan shows the redevelopment possibilities if a parking deck is not feasible. Buildings along Maple Avenue will max out at two stories, with some at one story. Parking would be consolidated in the back of the properties so that the buildings are set at the edge of the sidewalk. A more fine grain mix of buildings, with smaller footprints, makes this scenario feel more "village" like.

The gas station on the corner may be redeveloped so that the convenience store is at the sidewalk, with the pumps in the back.

A small plaza is created along Maple Avenue by setting some of the buildings back from the street. Buildings fronting the plaza should have restaurants and cafes that can use the deeper sidewalk for seating.

The parking lot along the side street should be redeveloped with one and two story buildings along the street, with a large parking lot maintained in the rear.

Grocery: 26,500 sf @ 4 spaces/1,000 sf = 106 spaces req.  
Commercial: 18,000 sf @ 4 spaces/1,000 sf = 72 spaces req.  
Office: 26,500 sf @ 3 spaces/1,000 sf = 122 spaces req.

**Total: 85,100 sf and 300 spaces required**

Parking Lot 1: 139 spaces  
Parking Lot 2: 70 spaces  
Parking Lot 3: 81 spaces

**Total: 300 spaces provided**

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# Explorations - Site 3 Possibility

## SITE 3



Difference/Gap under Existing Zoning vs. Example for Site 1

Height  
Setback  
Building Massing/Detail  
Mixed-use Allowed  
Parking  
Landscaping  
Pedestrian Environment  
Neighborhood Compatibility  
Incentives/Flexibility for Redevelopment

Existing  
1 story

Example  
4 stories

Full buildout

This strip shopping center has a shallow lot depth from front to back, typical of many of the strip centers along Maple Avenue. A Magruder's Grocery is located behind a small parking lot, as part of a strip center. To redevelop the site, all but the grocery store in the strip center should be demolished, and an addition should be added on to the grocery (entrances denoted with asterisk) to bring it up to the sidewalk at Maple Ave. A new, small commercial building along Maple Avenue would hide the parking for the grocery store from the street. The strip center that is already at the sidewalk may be redeveloped as a larger building with a parking deck behind it, as land values become high enough to support that.

The gas station on the corner may be redeveloped so that the convenience store is at the sidewalk, with the pumps in the back.

Where space permits, a parking deck can maximize development potential on a site by allowing more vertical density. The deck should always be hidden from the street with buildings.

A small plaza is created along Maple Avenue by setting some of the buildings back from the street. Buildings fronting the plaza should have restaurants and cafes that can use the deeper sidewalk for seating.

The parking lot along the side street should be redeveloped with one and two story buildings along the street, with a large parking lot maintained in the rear.

Grocery: 26,000 sf @ 4 spaces/1,000 sf = 104 spaces req.  
Commercial: 13,600 sf @ 4 spaces/1,000 sf = 54 spaces req.  
Office: 101,600 sf @ 3 spaces/1,000 sf = 405 spaces req.

**Total: 516,600 sf and 1,071 spaces required**

Parking Lot 1: 80 spaces  
Parking Lot 2: 55 spaces  
Parking Lot 3: 84 spaces  
Parking Deck 1: 352 spaces (4 levels of 88)

**Total: 571 spaces provided**

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# Explorations - Site 4

## Exploration Sites - Site 4 Existing Conditions



Existing narrow parcel run, north of Maple Avenue; Site 4

### Existing Zoning Standards

Existing Zone  
C-?

Setbacks

Parking Requirements  
1 per 200 sf or 5 per 1000 sf

### Existing Site Conditions

Building Height/Number of Floors  
1

Number of Parking Spaces



Key Map; Site 4

### Building/Lot Disposition Analysis Applicability to Other Sites on the Corridor

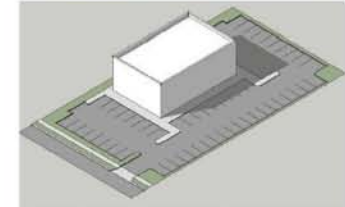
TYPE: **SETBACK**

ENTRANCE: **FROM PARKING LOT**

PARKING: **FRONT, SIDE AND REAR**

PARKING ACCESS: **DRIVEWAY**

This is the most predominant building/lot disposition found on Maple Avenue. A parking lot is located between the building and the sidewalk and often continues behind the building. Pedestrians must walk through the parking lot to access the building from the sidewalk.



Proximity to Full Build out Under Current Zoning

# Explorations - Site 4 Possibility

## SITE 4



Difference/Gap under Existing Zoning vs. Example for Site 1

Height  
Setback  
Building Massing/Detail  
Mixed-use Allowed  
Parking  
Landscaping  
Pedestrian Environment  
Neighborhood Compatibility  
Incentives/Flexibility for Redevelopment

Existing  
1 story

Example  
4 stories

### Full buildout

There are many sites along Maple Avenue with narrow, shallow lots that limit the redevelopment potential. This site exploration shows three different options for redevelopment. Critical to all options is a cross-easement in the back of the sites that allows for access to parking with minimal curb cuts along Maple Avenue. This will allow sites to redevelop individually or as consolidated lots. Shared parking decks can maximize potential on all sites. Buildings are able to be brought up to the sidewalk because of the cross-easement in the back, creating a coherent street facade along Maple Avenue.

Due to the different parking capacities on each site, building heights vary quite a bit from site to site, ranging from two stories to four stories. Where parking decks are feasible, development potential can be maximized and buildings can be built three or four stories tall. If parking is located in lots at the back of the site, buildings may only be able to be two stories, unless parking is shared among lots, in which case the buildings may be taller.

This approach to redevelopment will create a diverse street facade along Maple Avenue, while allowing property owners to maximize their development potential.

Commercial: 20,000 sf @ 4 spaces/1,000 sf = 80 spaces req.  
Office: 162,800 sf @ 3 spaces/1,000 sf = 488 spaces req.  
Residential: 60,000 sf @ 1.5 spaces/1,000 sf = 240 spaces req.

**Total: 242,800 sf and 808 spaces required**

Parking Deck 1: 210 spaces (3 levels of 70)  
Parking Deck 2: 530 spaces (5 levels of 106)  
Parking Lot 1: 52 spaces  
Parking Lot 2: 50 spaces

**Total: 842 spaces provided**

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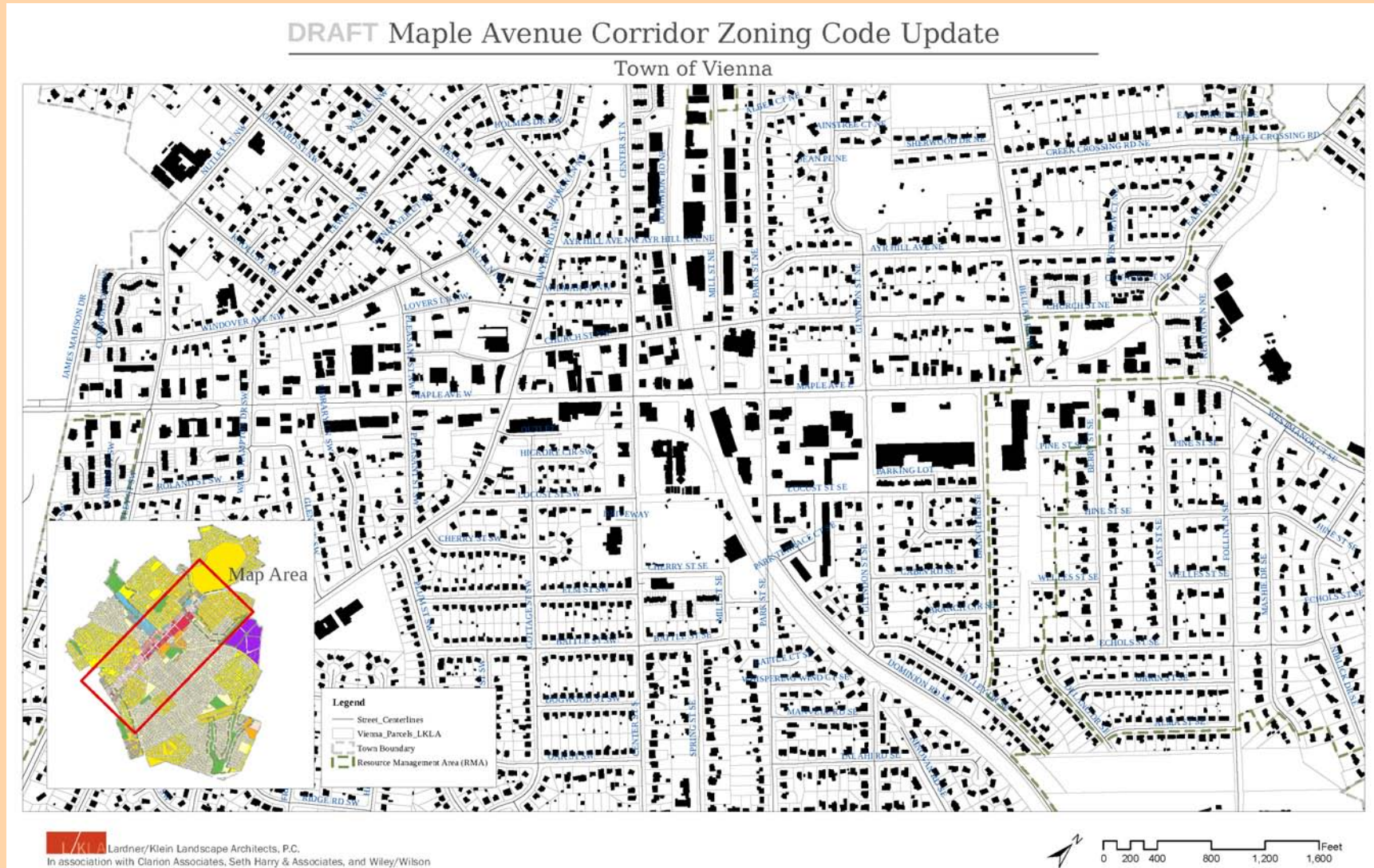
# Findings from Site Explorations

- Achieving full build out with 54' height limit throughout Corridor is not possible given parking requirements, even if reduced per exploration examples
- Site improvements to sites can retain existing operations with careful phasing strategies
- Additional capacity can be added to site using only surface parking, but scale of change is minor
- Explorations addressed the variety of lot and building configurations found within the Corridor

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# Explorations - Answering Questions and Concerns

What is the best way to move forward from the current building pattern?

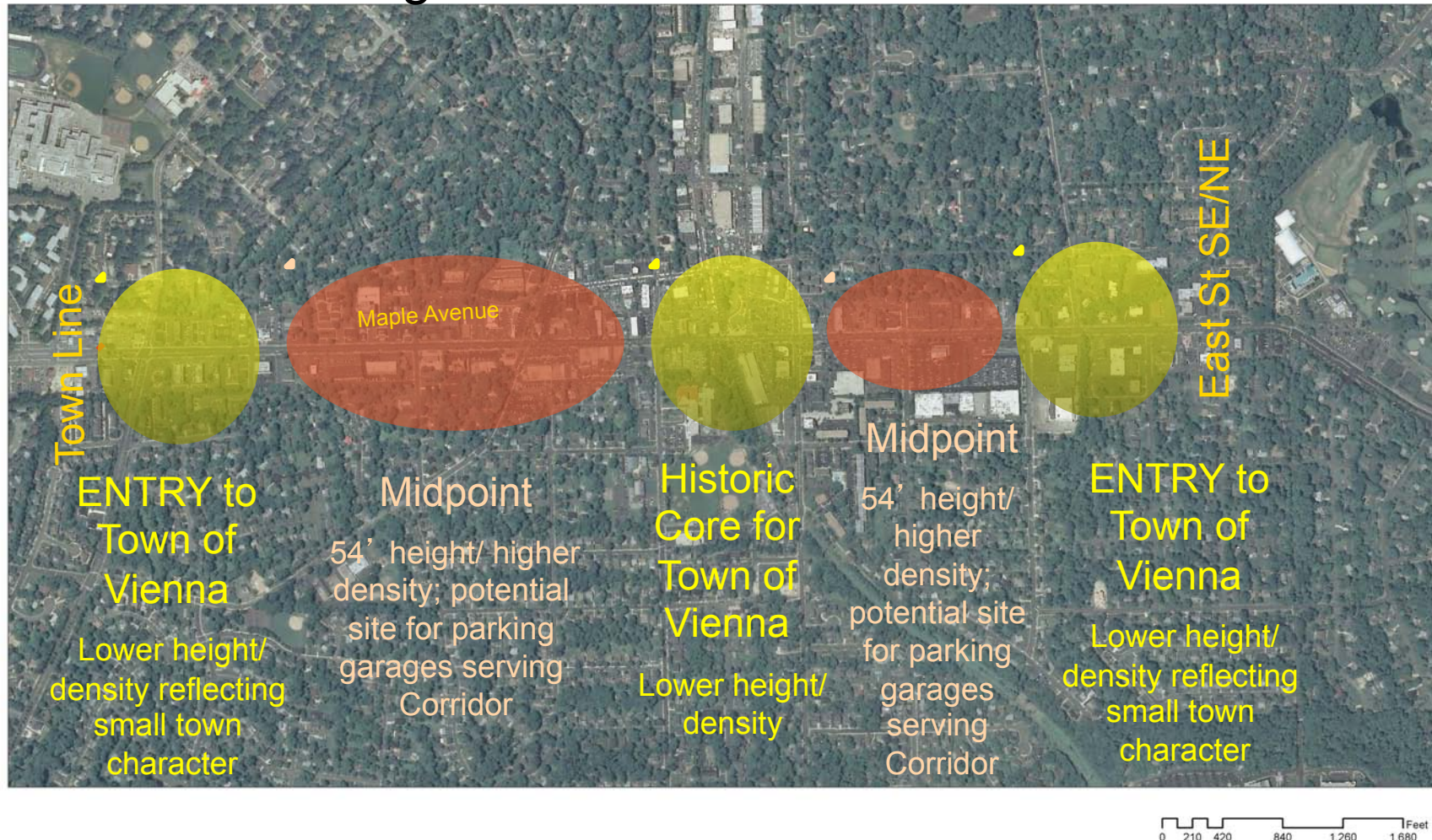


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# Explorations - Potential Zones along Maple Avenue

## Alternative Configuration to 2001 Vision Vienna Zones



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# Explorations - Answering Questions and Concerns

## To this?



*Example from Site 1 – Giant Grocery, located in a Midpoint Zone*

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# Next Steps

- Translating the 'Vision' to Code Provisions/Language
- Council Work Session
- Return to Steering Committee for Review of Expanded Vision
- Schedule/Target dates